

BRYAN PAGÁN

interactive creative director

OVERVIEW

Armed with a marketing degree, I have a solid business background and began my career on the account side. Realizing my passion for design, I transitioned from account to creative and have deep interactive experience, from Information Architecture to Creative Direction. Such rich advertising experience gives me a valuable and well-rounded perspective. I offer a rare insight, unique viewpoint and innovative approach that could only evolve from a deep understanding of process and love of problem solving.

PARTIAL CLIENT LIST

Turner Classic Movies
AT&T
Rockefeller Center
W Hotels
Equifax
NADA Guides

The Weather Channel
Sears
Intercontinental Hotels Group
Nivea
AutoTrader.com
Top of the Rock

Frontier Airlines
Aquaphor
CNN
Turner South
Randstad
Manage My Home

ServiceLive
Pleasant Holidays
The Home Depot
Bombardier Recreational Products (BRP)
West Elm
Eucerin

EXPERIENCE

Interactive Creative Director: RDA International
New York, NY • Mar08 - Present

- Direct all phases of creative work for major accounts from concept through production
- Manage, lead, inspire and motivate creative team
- Accountable for developing and directing marketing strategy for current and new business clients
- Work directly with account team and clients
- Maintain awareness of important trends in advertising and the market place

www.rdai.com

Senior Art Director: THINK Interactive
Atlanta, GA • Sep07 - Feb08

- Lead production team through successful integration of visual design
- Collaborated with Project Manager and User Experience Designers
- Ran client presentations as it relates to design strategy

www.thinkinc.com

Art Director: nurun | Ant Farm Interactive
Atlanta, GA • Jan06 - Sep07

- Responsible for client creative from kickoff to launch
- Lead the design team in the execution of creative
- Present creative internally and to clients
- Coordinate and lead brainstorming

www.antfarminteractive.com

Freelance Art Director: Turner Classic Movies
Atlanta, GA • May04 - Mar08

- Designed and built micro sites to promote print and online marketing projects
- Designed and implemented home page flash animations highlighting upcoming features
- Designed article page graphics as it relates to online content pages
- Created awe-inspiring screensavers, wall-papers and e-cards

www.tcm.com

Other Experience

Detailed description available upon request.

The Weather Channel: Webmaster, Ad Sales
Atlanta, GA • Jul04-Dec05

Cable & Wireless: Web Designer
Vienna, VA • Jul02 - Oct03

Cable & Wireless: Information Architect
New York, NY • Mar01 - Nov01

J. Walter Thompson: Account Coordinator
Detroit, MI • Jun99 - Oct99

TECHNICAL SKILLS

Mac & Windows platform, Adobe CS2 & CS3 Suite, MS Office Suite

EDUCATION

University of Florida, Gainesville, FL
Sep94 - May99

Bachelor of Science in Business Administration, concentration in Marketing

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